

**2016 Solarize Massachusetts
Request for Proposals from Massachusetts Communities
Executive Summary**

Opportunity Summary:

The Massachusetts Clean Energy Center (“MassCEC”), in conjunction with the Green Communities Division of the Department of Energy Resources (“DOER”), is releasing a request for proposal to Massachusetts towns to apply for participation in the 2016 Solarize Massachusetts Program (“Solarize Mass”). Solarize Mass is a community-based solar photovoltaic outreach and education program which helps drive down the installation cost of small-scale solar PV installations within each community through a **group purchasing model**.

As part of the program, up to 10 towns (or groups of towns) will be selected to participate in the program. Applications will be selected on a first come first served basis. In order to meet the threshold criteria, towns must present:

- Clear and comprehensive outreach plan and program timeline
- Committed volunteer team
- Engaged municipality and residents interested in participating in the program

Program Goals

The aggregation of multiple small-scale solar PV installations with a town provides opportunities to realize economies of scale for the solar PV installer, and cost savings for the customer. By educating and engaging the town members, streamlining marketing efforts, and aggregating sales, the 2016 Solarize Mass program will help drive down the cost of the Solar PV projects and make them a more accessible energy option for residents. The goals of the program include:

- Increase education and awareness of solar PV
- Reduce costs associated with solar PV
- Increase local adoption of solar PV

Program Process

Through this RFP, MassCEC will competitively select up to 10 towns (or groups of towns) to participate in the program. **Applications will be accepted between September 1, 2015 and May 1, 2016.** Each town is required to:

- Propose a timeline for a Solarize Mass program in their town
- Designate a Municipal Representative (duties contained in RFP)
- Designate a Solar Coach (duties contained in RFP)

Upon selection, both designees will collaborate together to work with MassCEC, organize Community meetings, delegate volunteer activities, and manage outreach efforts. The team will have the opportunity to receive training on the Solarize Mass program and how to answer common questions about solar PV for local residents.

Installer Selection

The town will coordinate the process to procure a solar PV Installer that will provide competitive pricing for solar PV installations. Interested customers will be able to contact the selected installer for a site assessment. Customers with feasible sites will have the option to contract with the installer before a specified program deadline.

Outreach, Education and Marketing

To help accomplish the program goals, MassCEC will assist the town and the selected Installer to deploy an outreach and marketing strategy to enhance local interest in solar PV technology. **Each participating town will receive standardized marketing materials, as well as a \$2,500 marketing grant.**

Web link for Program RFP:

<http://www.masscec.com/search/node/solarize%202016>

Program Statistics:

To date, 51 cities and towns have participated in the Solarize Mass program; including nearby towns:

- Mendon
- Hopkinton
- Sutton
- Millbury
- Medway

Solarize Mass program has saved appx. 25-35% from average market cost. Program pricing is a tier-based system based on volume of installed PV systems (kW). **Please see example - Attachment A.**

*This example is based on a proposal submitted to the Committee by SolarFlair Energy. SolarFlair, the Installer selected by the town of Mendon in 2012, presented a model that would be in similar form of the Solarize Mass program, but outside of the formal program. Note, the Committee presents this as example only. Committee recommends that if the town were to engage in a Solarize model the best prospects would be to apply through the Commonwealth's program to allow for maximum savings found under a competitive bidding process through multiple Installers. **Due to approaching deadline, option may be to enter into agreement outside of formal program, but include clause whereby price per tier is pegged to pricing obtained by towns in formal agreement.**

Please see Attachment B – Upton statistics.